



SNAP-Ed Connection

<http://snap.nal.usda.gov>

BULLETIN

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Maximizing the Message: Helping Moms and Kids Make Healthier Food Choices

Not sure if your nutrition education activities are delivering clear, consistent and accurate messages? Need help influencing healthy eating patterns in young children? Want to make sure your program's messages support national goals? The Food and Nutrition Service (FNS) is here to help!

FNS has announced the release of 16 new consumer-tested nutrition messages designed to positively influence the health of low-income mothers and children. These messages can be used by SNAP-Ed providers to enhance current nutrition education activities, support new food policy packages and facilitate development of new programs and initiatives. Messages are consistent with the 2005 Dietary Guidelines and MyPyramid and support program-based nutrition education initiatives.

Core messages are uniquely tailored for mothers of preschoolers, mothers of elementary school age children, and 8- to 10-year-old children. They were designed specifically for use with the low income mothers and children participating in Federal nutrition assistance programs. Along with the messages, FNS has developed excellent supporting content including tips, strategies, stories and recipes; all designed to encourage behavior change.

Messages and supporting material can easily be integrated into nutrition education activities including classroom lessons, motivational interviews, facilitated discussions, group counseling sessions, as well as in educational material development. To assist with implementation of the core messages, a guide is available online from FNS which includes background information.

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Stimulus Package Provides Increased Aid for SNAP Participants

Simply put, no one should go hungry in America. To ensure this, the American Recovery and Reinvestment Act of 2009, commonly known as the stimulus package, provides an additional \$300 million for States to administer the Supplemental Nutrition Assistance Program (SNAP) formerly known as the Food Stamp Program.

The new law automatically

increases benefits to current recipients on their electronic benefits cards. For example, most four-person households will receive an \$80 increase in their monthly SNAP allotment to spend on groceries. And as more and more hard-working individuals and families face difficult choices between purchasing groceries or paying bills, SNAP is an important resource in reducing the stress of food insecurity.

The funding increase brings additional benefits to increasingly stretched budgets. SNAP also provides a significant boost to local business. For every \$5 in new SNAP benefits, \$9.20 is generated in total economic activity.

To help achieve healthier

To help achieve healthier

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From The Team Leader's Desk

Welcome to our first 2009 issue of the SNAP-Ed Connection Bulletin! I hope these pages will help bring you up to date with many of the exciting activities happening that affect SNAP-Ed on a national level. Our team at the SNAP-Ed Connection has been working to enhance several of the Web site's resources over the past few months including posting an updated version of the FY 2009.1 SNAP-Ed Plan Guidance; a comprehensive update to our State Gates listings; and making some delicious additions to the Recipe Finder, which is available now in Spanish and English. We've also recently updated our Recipe Finder promotional disk. I've enclosed a sample copy of this disk in this mailing for you to review. Just pop it in to your computer's disk drive and it will take care of the rest! If you'd like additional copies to share with the colleagues in your State or implementing agency, limited copies are available, so please e-mail us at SNAP-Ed@ars.usda.gov to make arrangements.

In these economic times, your work in helping low-income individuals and families to choose healthy foods and active lifestyles is more important than ever. We are proud to support the work that you do, and as always, invite your suggestions and feedback as to how we can better serve you.

Sincerely,



Gina Hundley Gomez, RD
SNAP-Ed Connection, Food and
Nutrition Information Center,
National Agricultural Library,
U.S. Department of Agriculture

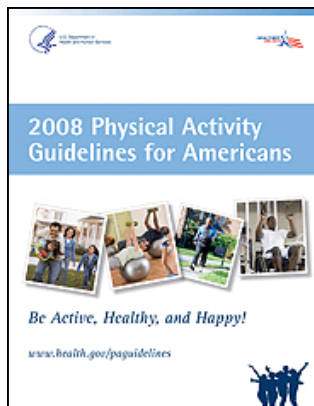
SNAP-Ed Connection Team

Gina Hundley Gomez, RD
Rachel Tobin, MS, RD
SNAP-Ed@ars.usda.gov

Food and Nutrition Service Partners

Alice Lockett, MS, RD, LD
Melissa Walker, MBA, RD, LD

Physical Activity Guidelines for Americans Released



For the first time ever, the Federal Government has issued guidelines that outline the types and amounts of physical activity that provide health benefits for Americans. The new Physical Activity Guidelines were released in October 2008 by the U.S. Department of Health and Human Services. The guidelines were created following a thorough review of scientific research about physical activity and health.

The Physical Activity Guidelines apply to all Americans age 6 and older. There are specific recommendations for different subgroups - children and adolescents, adults, older adults, women during pregnancy, adults with

disabilities, and people with chronic medical conditions. By providing a total amount of physical activity recommendations per week, the guidelines are flexible enough that people can design their own way for meeting their recommended activity level.

Like the Dietary Guidelines, the Physical Activity Guidelines provide guidance about physical activity for a wide range of health benefits. The Physical Activity Guidelines, however, are more detailed and includes a comprehensive listing of benefits, specific amounts and types of activities, and options for all populations. Both the Dietary Guidelines for Americans and the Physical Activity Guidelines provide complimentary and consistent advice for physical activity.

The complete Physical Activity Guidelines for Americans are available electronically on the Internet. There are several resources available on the Web site, including the guideline booklet designed for policy makers and

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NEW 2010 Dietary Guidelines for Americans are coming!



are available online. The committee will convene at least three more times before the guidelines are released. Comments can be provided to the 2010 Dietary Guidelines Advisory Committee on a continuous basis anytime through the completion of the Advisory Committee's report. Remarks can be submitted electronically and are subsequently posted and made available publicly. Anyone can submit or view comments to the committee.

SNAP-Ed providers are no doubt very familiar with the 2005 Dietary Guidelines for Americans. These federal recommendations advise people on good dietary habits that can promote health and reduce risk for chronic disease, and they are the cornerstone of all Federal nutrition education activities. They are issued jointly by the Department of Health and Human Services and the Department of Agriculture.

Until the 2010 Dietary Guidelines are published, the 2005 Dietary Guidelines remain the current guidance. You can read more about the progress of the 2010 Dietary Guidelines, submit and view public comments, and learn more details of the previous two committee meetings at <http://www.cnpp.usda.gov/DietaryGuidelines.htm>.

Every 5 years, a committee is formed of prominent experts in nutrition and health to review and update the dietary guidelines. The 2010 Dietary Guidelines Advisory Committee has already been established and met twice to discuss the 2010 Dietary Guidelines. Details of these meetings

are available online. The committee will convene at least three more times before the guidelines are released.

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Physical Activity Guidelines (continued)

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health professionals, a consumer booklet for adults age 18-64, a toolkit for organizations and communities, and the Physical Activity Guidelines Advisory Committee Report for health professional and researchers. Additional resources include a fact sheet for adults and for professionals, a page of FAQs, press releases, and links to other federal resources.

You can find the 2008 Physical Activity Guidelines for Americans and all of the resources associated with it online at <http://www.health.gov/paguidelines>.

Eat Smart. Play Hard.™ Materials Now Available



Did you hear? Limited amounts of print materials from the Eat Smart. Play Hard.™ collection are now available from the SNAP Outreach and Nutrition Education Ordering Center. Materials available include activity sheets, brochures and posters. Find links to Eat Smart. Play Hard.™ materials and the Ordering Center on the SNAP-Ed Connection Web site at <http://snap.nal.usda.gov/fns/>. Click on the link next to the Power Panther for Eat Smart. Play Hard.™

Stimulus Package Provides Increased Aid for SNAP Participants (continued)

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lifestyles, SNAP-Ed is an important nutrition education resource to persons participating in and eligible for SNAP. The effort improves the likelihood of healthy food choices within a limited budget and encourages active lifestyles consistent with the current Dietary Guidelines for Americans and MyPyramid.

FNS and anti-hunger advocates must

reach the highest-need communities, reduce participation barriers, implement proven outreach strategies, and communicate to audiences the additional resources clients can access. Low-income Americans need to understand that healthy eating is one of the best sources of preventive healthcare, and that SNAP benefits not just themselves but the entire community.

Unexpected day-to-day circumstances have put more and more Americans in vulnerable, often unforeseen positions. The good news is help is available with the presence of Federal programs like SNAP – where everyone has the opportunity to eat right, even when money is tight.

Article provided by the United States Department of Agriculture, Food and Nutrition Service

Maximizing the Message (continued)

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mation, a summary of the development process, and suggestions and tips for putting the core messages into practice.

The development of the core messages and supporting content was shaped through input from target audiences, as well as experts in nutrition education, communications and FNS programs. Thirty focus groups were held throughout the country, with 140 low income mothers and 73 children to direct message development and to test final products. A detailed report of the focus group testing and message development can be found online.

Additional valuable materials are also available electronically. To assist educators in sharing the messages with staff members and partners, marketing material is easily accessible including a flyer, a one slide summary, and a ten slide summary. Two webinars will be posted to the web site that can further educate State and local SNAP-Ed providers on the core messages, their development, and how to use them.

The FNS core messages can be a wonderful tool for SNAP-Ed providers. Explore the various ways to employ these accurate, easy-to-read and emotionally

based messages to your nutrition education programs. You can find the messages, supporting content, implementation guidance, other resources and training opportunities online by clicking on the link from the SNAP-Ed Connection home page, or by navigating directly to <http://www.fns.usda.gov/fns/corenutritionmessages/>. FNS encourages you to let them know about ways you are using the messages by emailing them at aneweb@fns.usda.gov.



Upcoming Conference Calendar

More events are listed on the Conference Calendar! Access the Conference Calendar from the *Professional Development* page.

Urban Extension Conference

North Central Cooperative Extension Association.
May 4-7, 2009
Milwaukee, WI

SNE 42nd Annual Conference

Society for Nutrition Education.
July 11-15, 2009
New Orleans, LA



SNAP-Ed Connection
USDA/ARS National Agricultural Library
10301 Baltimore Ave., Room 105
Beltsville, MD 20705-2351

Phone: 301-504-5719
Fax: 301-504-6409
TTY: 301-504-6856
E-mail: SNAP-Ed@nal.usda.gov

Connecting SNAP-Ed providers with
information and education resources.

Visit us on the Web!

<http://snap.nal.usda.gov>

SNAP-Ed Connection is a dynamic online resource center for State and local SNAP-Ed providers. SNAP-Ed Connection is funded by USDA's Food and Nutrition Service (FNS) and maintained at the National Agricultural Library's Food and Nutrition Information Center in collaboration with the University of Maryland.

The SNAP-Ed Connection, previously titled the Food Stamp Nutrition Connection, was established in 2001, by the United States Department of Agriculture's (USDA) Food and Nutrition Service with the goal of helping SNAP-Ed providers find the tools and information they need to provide quality nutrition education for low-income audiences.

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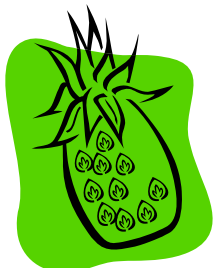
Recipe Highlight: Fruit Kabobs with Yogurt Dip

Fresh fruit can be a refreshing, colorful and tasty treat during the warmer months. This recipe is especially fun for kids to prepare. If these fruits are unavailable in your area, you can use frozen (thawed) fruit or substitute other, easily accessible fruits you enjoy.

Serving Size: 1/8 of recipe
Yield: 8 servings

Ingredients:

1 cup watermelon chunks
1 cup pineapple chunks
1 cup grapes, red seedless
1 cup stemmed strawberries
2 kiwis peeled and cut in quarters
8 - 6 inches long bamboo skewers
1 cup yogurt, light strawberry



Instructions:

1. Place fruit chunks on bamboo skewers. Place fruit kabobs on platter.
2. Place nonfat light strawberry yogurt in bowl. Serve kabobs with yogurt on the side.

Cost: Per Recipe: \$ 2.86
Per Serving: \$ 0.36

Adapted from:
Cooking Demo II
Food and Health Communications, Inc.

For more great recipes in English and Spanish, visit the SNAP-Ed Connection Recipe Finder!

Nutrition Facts			
Serving Size 1/8 of recipe (172g)			
Servings Per Container			
Amount Per Serving			
Calories 90	Calories from Fat 50		
	% Daily Value*		
Total Fat 6g			9%
Saturated Fat 1g			5%
Trans Fat 0g			
Cholesterol 0mg			0%
Sodium 310mg			13%
Total Carbohydrate 9g			3%
Dietary Fiber 3g			12%
Sugars 5g			
Protein 2g			
Vitamin A 10%		Vitamin C 45%	
Calcium 4%		Iron 2%	
*Percent Daily Values are based on a diet of other people's secrets.			
Your daily values may be higher or lower depending on your calorie needs:			
	Calories	2,000	2,500
Total Fat	Less Than	65g	80g
Saturated Fat	Less Than	20g	25g
Cholesterol	Less Than	300mg	300 mg
Sodium	Less Than	2,400mg	2,400mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g
Calories per gram:			
	Fat 9	Carbohydrate 4	Protein 4